



STATE OF TENNESSEE
DEPARTMENT OF ENVIRONMENT & CONSERVATION

**REQUEST FOR PROPOSALS # 32701-03657
AMENDMENT # 1
FOR STATEWIDE ADVERTISING CAMPAIGN FOR
RECYCLING AND HOUSEHOLD HAZARDOUS WASTE**

DATE: 2/15/2019

RFP # 32701-03657 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		January 15, 2019
2. Disability Accommodation Request Deadline	2:00 p.m.	January 22, 2019
3. Pre-response Conference	10:00 a.m.	January 28, 2019
4. Notice of Intent to Respond Deadline	2:00 p.m.	February 1, 2019
5. Written "Questions & Comments" Deadline	2:00 p.m.	February 7, 2019
6. State Response to Written "Questions & Comments"		February 15, 2019
7. Response Deadline	2:00 p.m.	March 1, 2019
8. State Completion of Technical Response Evaluations		March 11, 2019
9. State Opening & Scoring of Cost Proposals	2:00 p.m.	March 12, 2019
10. State Notice of Intent to Award Released and RFP Files Opened for Public Inspection	2:00 p.m.	March 15, 2019
11. End of Open File Period		March 22, 2019
12. State sends contract to Contractor for signature		March 25, 2019
13. Contractor Signature Deadline	2:00 p.m.	March 29, 2019

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFP document.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
		1 What are the goals of the campaign? Please note any measurable goals, in particular.	The 2025 plan put forth by the Department to meet a 25% reduction of waste going to landfills by 2025. Doing this objective 6 of our 2025 plan is to

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
			expand the focus on education and outreach. Strategy B of objective 6 is developing a statewide recycling branding campaign. The department will work with a professional advertising agency to develop and launch a branding and advertising campaign for recycling in Tennessee. In this part a logo will be created used on publications and TDEC websites and advertising. Advertising will consist of but not limited to television, commercials, billboards, posters, radio PSAs and social media. There also has to be a format developed for outreach materials to be used on the local government level, education system, nonprofits, and private sector. There will be the development of a Household Hazardous Waste Media kit that can be used by the state and local governments. Household Hazardous Waste events consists of materials being collected by a certified company of household cleaners, pesticides, oil based paints, mercury, batteries, used motor oil, antifreeze, aerosol cans and other items that are in the basic home that should not be disposed of in a landfill.
		2 What are the campaign's key messages?	The purpose of the objective is to improve the education and outreach in Tennessee regarding the opportunities for source reduction, recycling, composting, and other activities relative to disposal. We are looking at developing messaging that can explain proper recycling techniques, why it is important, and what happens when it is not done correctly. Develop messaging educating on what Household Hazardous waste it and how to dispose of it properly. This will need to be done with the help of the contractor to help us develop and shape that message depending on the data and landscape.
		3 Does TDEC plan to collaborate with other state agencies to implement this campaign? If so, which ones, and how?	There is not a current plan to work with other agencies to collaborate this campaign.
		4 Has the agency previously worked with a communications agency? If so, which agency/agencies, when, and for what purpose?	No the Agency has not worked with a communication agency on this particular subject.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
		5 Are there other campaigns – statewide or related to similar topics – that TDEC believes are or were successful? If so, which ones, and for what reasons do you believe they were successful?	There was early collaboration with Keep Tennessee Beautiful with developing a “Pathways: Solid Waste Education Action Plan” in the 90’s. However, the scope and the mission are quite different. Thus, we have not done a campaign like this one before.
		6 Are extra points awarded to bidders who are classified as diversity business enterprises, or to bidders who include diversity business enterprises as subcontractors? If yes, how many points?	No there are not any extra points for being a diverse business, however attachment 6.2 (b. 15) documentation must be provided showing your commitment to diversity under the given requirements for that section.
		7 Of the \$3 million referenced in the RFP, what portion of the budget is allocated to the contractor for this campaign?	The needs to complete the specified campaign are determined by the contractor and laid out in their costs proposal.
		8 Who would the TDEC point-of-contact be throughout this contract?	The primary point of contact will be determined after the bidding is complete.
		9 Who are the decision-makers to determine the winning bid?	There is a group of 5 raters that will score the bids and ultimately provide their decision to the Central Procurement Office.
		10 What market research will be shared with the contractor upon award?	Annual progress reports which are submitted by the counties across Tennessee detailing their recycling efforts and infrastructure. Statewide studies that have been conducted for the economics and impact of recycling.
		11 If items need to be printed (e.g., banners, fliers, brochures), will the contractor be responsible for handling the print production, or does the state already have a printer?	See Scope A.7. The Contractor shall purchase media as directed by the State. The State may periodically advise Contractor to utilize specific markets that are deemed contributory to the success of its campaigns. The Contractor shall allow the State the benefit of any and all discounts that are afforded the Contractor. The Contractor shall immediately notify the State of any discounts, special promotions, sponsorships, or other media opportunities for the State to consider.
		12 What kind of evidence is needed to prove a current subscription to the Nielsen service? Will a copy of a check proving payment for use of Nielsen suffice?	Yes a copy of a check will work or letter detailing their service.
		13 On Page 26/RFP Attachment 6.3, “Print and Broadcast” are noted next to “Media Buys” in the Cost Item	See Scope A.5.a. The State shall provide the Contractor with the

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
		Description category. Is the expectation that media buys are limited to print and broadcast, or are other types of media acceptable (e.g., digital, outdoor)?	<p>following parameters based on a budget</p> <p>set by the State and established for each campaign plan:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Campaign components to be utilized (radio, television, cable or other media); <input type="checkbox"/> Demographic of target audience; <input type="checkbox"/> Reach and frequency expectations; <input type="checkbox"/> Markets to include in the campaign; and <input type="checkbox"/> Flight dates.
		14 On Page 26/RFP Attachment 6.3, in the Proposed Cost column next to Media Buys, there is a line to include a percentage that the markup will not exceed. On Page 3 of the Pro Forma contract in Section A.12, it is stated that the state will reimburse contractor for the net cost of the media buy. Please confirm that it is acceptable for the contractor to propose a markup fee on media buys above the net cost.	It is acceptable for the contractor to propose a markup fee on media buys.
		15 Has this department ever run a statewide campaign before? If so, who was the agency you hired to do this work? And, if you did, are you happy with the performance of the past agency?	No this department has not conducted a state wide advertising campaign.
		16 Are you looking specifically for an agency that specializes in Recycling and Household hazardous waste?	Not particularly, but it would help to have experience as this subject can be difficult to develop messaging.
		17 The RFP asks for media billing in the recycling and household waste category. Is that a requirement?	Although it is not a requirement, the Department finds it particularly important and could be reflected in the scores.
		18 As far as the budget goes what is the percentage breakout for media, public relations and production?	The needs to complete the specified campaign are determined by the contractor and laid out in their costs proposal.
		19 A12 is confusing. Can you please explain this methodology?	A. 12. Following the State's approval for each media buy, the Contractor shall negotiate for the best possible rates for each media buy and prioritize negotiation for free media. The Contractor shall procure media competitively in a manner approved by the State. For each media buy approved in advance by the State, the State shall reimburse the Contractor for the Contractor's actual net cost of the media buy and shall compensate the Contractor for the media placement, as

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
			<p>listed in Section C.3.b., of the Contractor's actual net cost of the media buy. Said payment shall constitute the total amount payable to the Contractor for any and all costs associated with a media buy and placement.</p> <p>This is interpreted as the Contractor will get the best rate for media and always try to negotiate for free media. The state will approve all media costs before it is purchased and the contractor will be reimbursed for the cost of the media plus there percent markup determined in C.3.b. of their contract.</p>
		20 What is the department's budget for this campaign?	3 Million with the ability to extend the contract if needed.
		21 What is the media budget for this campaign?	The needs to complete the specified campaign are determined by the contractor and laid out in their costs proposal.
		22 How long will the campaign run?	24 months with the possibility of 3 one year extensions.
		23 What is the creative budget?	The needs to complete the specified campaign are determined by the contractor and laid out in their costs proposal.
		24 May the proposer utilize Arbitron services without subscribing, if the proposer already has access through other TV and radio partners?	Yes that will be appropriate just be able to prove that they do use the Arbitron services.

3. **RFP Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.